


**TEAM  
NUTRITION**

### Special points of interest:

- Kids will make healthy choices if they are available.
- Salad bars can increase fruit and vegetable consumption up to 13%.
- Nickelodeon recently announced a campaign aimed at persuading kids to eat healthy foods and to get up off the couch and move.
- Mini-grant project helps students remember the cultural connectedness to Mother Earth and to each other.

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## School lunches take a healthy turn

**They miss ice cream and fries, but students get healthy eating messages**

Increased concern about obesity rates have led the Sioux Falls Child Nutrition Services and others throughout the state to provide more healthy choices for students.

Sioux Falls director Joni Davis reports that the changes this year are dramatic. She sites empty ice cream machines, cookies replaced with rice krispy bars, and French fries which are baked and served only once a week. No seconds of these items are allowed. Davis says, "we have not lost any participation...in fact, the reimbursable meal numbers are up." Meeting district guidelines such as

<35% sugar by weight has driven these changes.

Side dishes include baked beans, tortilla chips and salsa, vegetable rotini salad, or baked potatoes.

A Washington High School student says, "They're trying to control our eating, and it doesn't make any sense because kids go home and pig out anyway."

Davis counters that, "We're finding that kids will make the healthy choices if they're there and available. Overall, we're finding that more of them are understanding as they read newspapers, magazine, see on the TV, that



all of us need to change." Comments from kids vary from "You can't even get seconds on a corn dog," to a child who felt sorry for overweight kids in the movie *Super Size Me* "because they might die at a much younger age." Source: Sioux Falls Argus Leader, Sept. 28, 2005.

## Resources for school food service



### CRISPY CHICKEN SALAD

Calories 118  
Protein 20 g  
Total fat 1.4 g  
Sodium 95 mg  
without dressing

School food service managers are being challenged to make healthy changes in foods served, keep participation by students, and meet budget constraints. It is not an easy job. Healthy recipes developed by well known chefs are available to food service staff and parents at <http://schoolmeals.nal.usda.gov/Chef/recipechallenges.html>. Information on children's nutrition is found at [http://schoolmeals.nal.usda.gov/Resource\\_Cafe/index.html](http://schoolmeals.nal.usda.gov/Resource_Cafe/index.html)

## The School Environment



The school environment influences fruit and vegetable intake among children. As the variety of food and beverage choices increases and students have access to snack bar type foods (e.g. pizza, chicken nuggets, chips, sodas, and French fries), they consume fewer servings of fruits and vegetables (Cullen et al, 2000).

While the reimbursable school meals (breakfast and lunch) include fruit and vegetable choices, schools and districts across the country are providing even more fruit and vegetable choices in the breakfast and lunch lines—enhancements that are needed to help students meet the higher fruit and vegetable recommendations in the 2005 Dietary Guidelines for Americans.

In addition, other venues where foods and beverages are sold—such as a la carte, vending,

school stores, parties, snacks and fundraisers—should be used to promote more fruits and vegetables. School wellness policies can also be used to promote fruits and vegetables.

See the South Dakota model policy for details at <http://doe.sd.gov/oess/cans/training/wellnesspolicy.asp> Source: Produce for Better Health Foundation



## Strategies to Increase Fruit and Vegetable Intake

Research has shown that schools with salad bars offer a significantly wider range of fruit and vegetables than other schools.

Salad bars can increase fruit and vegetable consumption up to 13%. Promotions and nutrition education resulted in more

fruit and vegetable consumption especially in elementary schools.

A price reduction study in secondary schools in Minnesota showed a significant



increase in a la carte sales of fresh fruits and baby carrots during a period when they were priced low. Fruits sales increased fourfold and baby carrots doubled. These results show that students are price-sensitive, even for items typically not popular among this age group.

Dietary Guidelines recommend 2 cups of fruit and 2 1/2 cups of vegetables, daily, choose a colorful variety, and chose fiber-rich fruits and vegetables often.

## Help Students Eat More Fruits and Vegetables

- Set up a display featuring a variety of fruits and vegetables.
- Link classroom instruction with activities that promote fruits and vegetables.
- Provide opportunities for students to taste test different fruits and vegeta-

bles before they are introduced on the serving line.

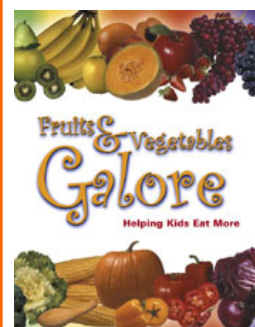
- Feature new salad plates.
- Feature fruit and vegetable combo sides.

For information, recipes, promotional activities and ideas visit:

[www.5aday.org](http://www.5aday.org)  
[www.teamnutrition.usda.gov](http://www.teamnutrition.usda.gov)

[http://schoolmeals.nal.usda.gov/Resource\\_Cafe/index.html](http://schoolmeals.nal.usda.gov/Resource_Cafe/index.html)

See page 3 “Success with Mini-grants” for one South Dakota school’s example. Dietary Guidelines recommend 2 cups of fruit and 2 1/2 cups of vegetables daily, choose a colorful variety, and chose fiber-rich fruits and vegetables often.



Team Nutrition Resource for Food Service staff and teachers.

[www.teamnutrition.usda.gov](http://www.teamnutrition.usda.gov)

## TV ads strongly influence kid's diets Institute of Medicine tells industry to stop marketing junk food

In a report from the Institute of Medicine television advertising was said to strongly influence what children under twelve eat. The report said the food industry should spend its marketing dollars on nutritious food and drinks. "That means SpongeBob...and other characters should endorse only good-for-you food, the panel concluded." A senior scholar at the institute said that these advertised foods were mostly high in calories and low in nutrition which is the kind of diet which is putting our children at risk.

There is no study directly

linking TV advertising with obesity but the evidence led the panel to call for a change in the nature of food being marketed to children.

The growth in new food products targeted to kids has increased from 52 introduced in 1994 to nearly 500 introduced last year. Almost all of these foods are high-calorie, low-nutrient foods. Senator Tom Harkin of Iowa charged advertisers with using these characters in "manipulating vulnerable children to make unhealthy choices."

The panel assessed hundreds of studies in a comprehensive review of scientific evidence of



how food marketing affects kids' diets. According to CNN, "The panel noted advertising is one facet of a marketing environment vastly different from the 1970s. It now includes Internet games, cartoon character endorsements, coupons and store events, product placement in supermarkets and organized word-of-mouth campaigns."

About one-quarter of what companies spend on marketing is for advertising.

Source: cnn.com, Dec. 6, 2005.

## Food Aimed at Kids

**Top food categories for new products targeted to children and adolescents 1994-2004**

Nonchocolate candies: 1,407

Chewing gum: 354

Snacks: 265

Chocolate candies: 236

Cereals: 231

Cookies: 225

Meals: 171

Ice cream/ frozen yogurt: 168

Pasta: 98

Yogurt: 77

Source: Institute of Medicine of the National Academies



SpongeBob

SquarePants, Shrek, and other characters

kids love should

promote only

healthy food, a panel of scientists

recommended.

<http://>

[www.iom.edu/](http://www.iom.edu/)

## Success with Mini-grants



Circle of Life

Team Nutrition schools reporting on activities accom-

plished with their mini-grants show imaginative lessons and involved staff members. The Team Nutrition newsletter will be sharing results from one or two schools in each issue.

Marty Indian School K-4 participated in a "Nutritional Snacks" unit during May. Students were reminded that the

Circle of Life includes plants and animals as well as humans. The lessons centered on this connection. Each day students were given various fresh fruits and vegetables as midmorning and mid-afternoon snacks; then the students did thematic lessons on each. Examples include: Geography—what regions grow these fruits and vegetables, what climates are needed. Physical Science—how the seeds and plants looked, what was required to grow each properly, what experiences were had by the stu-

dents when planting their own seeds, how are fruits and vegetables preserved. Other cross-curricular connections included health, animal science, math, language arts, and social skills.

Students and staff were happy to have healthy snacks, students became more aware of the health benefits of fruits and vegetables, and the "Circle of Life" theme helped students remember the cultural connectedness to Mother Earth and to each other.



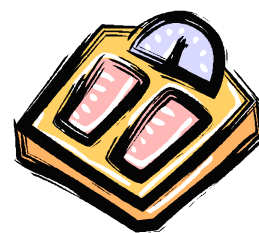
## Opportunities:

### SDSU distance course on *Body Weight & Body Image*

One graduate credit will be available from South Dakota State University beginning January 16, 2006 at reduced tuition of \$59. This is an eight-week on-line training to use a middle and high school curriculum on healthful weight management practices, appropriate physical activity patterns, and positive body image for adolescents

plus the nutrition messages behind these behaviors. Units developed for health, physical education, and family and consumer science teachers include such topics as Eating Volumetrically—Eating More for Less, Portions Are Out of Proportion, Food-Mood Connection, and Body Image Distortions. A copy of the curriculum and a supple-

mentary text, the Dietary Guidelines for Americans 2005, will be provided at no cost. Tuition for NFS 592 *Body Weight and Body Image* is supported with a Team Nutrition grant from the United States Department of Agriculture. Enroll at [www.distance.sdstate.edu](http://www.distance.sdstate.edu) or contact [karlys.wells@ces.sdstate.edu](mailto:karlys.wells@ces.sdstate.edu).



Learn how to help adolescents have a healthy body image.

### Children's gardening workshop set for Feb. 4, 2006.



Children who garden eat more vegetables plus gardens can be used to teach reading and writing as well as math and science. Find out more at the SDSU Extension workshop for teachers, after-school programs, or summer

community programs. Training will be offered from 9:30-4:00 pm at the Davison County Extension Office in Mitchell. Email [rhoda.burrows@sdstate.edu](mailto:rhoda.burrows@sdstate.edu) for information and to register.

### HealthierUS School Challenge, Are You Up for It?

As a TEAM Nutrition School you are playing an important role in helping your students learn to make healthy eating and active lifestyle choices. The USDA wants to recognize those schools that are taking a leadership role in changing their school environment, improving the quality of the foods served, and providing students with nutritious, healthy choices. The *HealthierUS School Challenge* certification is to recognize your

school's commitment to the health and well being of your students.

#### Schools must meet basic criteria:

- \* Be an elementary school
- \* Be enrolled as a Team Nutrition School
- \* Offer reimbursable lunches that meet USDA nutrition standards
- \* Provide nutrition education to students
- \* Provide students the opportunity for physical activity

- \* Maintain an Average Daily Participation of 70 percent or higher of school enrollment for reimbursable lunches
  - \* Adhere to guidelines established by FNS for foods served/sold in schools outside the National School Lunch Program
- For a copy of the application and criteria go to: <http://www.fns.usda.gov/tn/>



I play hard everyday! Because I'm so active, I need to keep my energy level up. So I eat smart and use MyPyramid as a guide.

One of my secrets is keeping a variety of fruits, vegetables and whole grain foods handy. They make great snacks and fuel me up for things I like to do. I hope boys and girls everywhere will make healthy food choices and be physically active like me!

Visit the Power Panther at <http://www.fns.usda.gov/eatsmartplayhard/Zone/bio.html>



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**Child and Adult Nutrition Services**



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### MyPyramid Blast Off! Game

[http://  
teamnutrition.usda.gov/](http://teamnutrition.usda.gov/)

This interactive computer game reinforces the key concepts of *MyPyramid for Kids*. Students can reach Planet Power by fueling their rocket with food and physical activity. "Fuel" tanks for each food group help students keep track of how their choices fit into *MyPyramid*.

The *MyPyramid for Kids* page <http://www.mypyramid.gov/kids/index.html> also provides coloring pages and worksheets, posters, and classroom materials for teachers. At <http://teamnutrition.usda.gov/Resources/mypyramidclassroom.html> teachers will find nine complete nutrition and physical activity lessons in pdf format at no cost.



### Eat Smart Play Hard Campaign

<http://www.fns.usda.gov/eatsmartplayhard/>

Eat Smart. Play Hard is about making America's children healthier. It's about practical suggestions that will help you motivate children and their caregivers to eat healthy and be active. The messages and materials are fun for children and informative for caregivers.

No cost resources which are featured include:

- \* Cool Stuff for Kids and Parent's Place—Power Panther emoticons (animated clipart) and e-cards
- \* Professional Tools—Power Panther songs, videos, public service announcements
- \* Power Pac—Power Panther campaign packet, posters, letters, activity sheets, brochures, stickers



## Receive an electronic newsletter

**This is the last  
newsletter that will  
be distributed  
by mail.**

**SD Team Nutrition  
Newsletter online**

[http://doe.sd.gov/oess/  
cans/nutrition/](http://doe.sd.gov/oess/cans/nutrition/)

A Team Nutrition newsletter will be sent to each of your Team Nutrition members when you submit an email list of addresses to [karlys.wells@ces.sdstate.edu](mailto:karlys.wells@ces.sdstate.edu).

# TEAM Nutrition Schools: Get free Incentives from South Dakota Team Nutrition for use in your projects!

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<p>Magnets feature the new USDA's MyPyramid for Kids. Elementary. 2 1/2" X 7 1/2"</p> <p><b>25 Magnets</b></p>	<p>7-Ft. Nylon Jump Ropes. Each with plastic handles.</p> <p><b>20 Jump Ropes</b></p>	<p>15 1/2" Plastic Boomerangs. Assorted Neon Colors printed with "Eat Smart. Play Hard. TM"</p> <p><b>9 Boomerangs</b></p>
<p><a href="http://www.learningzoneexpress.com/products.php">www.learningzoneexpress.com/products.php</a></p>	<p><a href="http://www.orientaltrading.com/otcweb/application?namespace=main">www.orientaltrading.com/otcweb/application?namespace=main</a></p>	
<p>Sesame Street Buttons 1 5/8" X 2 3/4"</p> <p><b>15 buttons</b></p>	<p>Fruit and Vegetable Book Cover 24" X 13"</p> <p><b>11 Book Covers</b></p>	<p>Fruit and Vegetable Posters 18" X 26"</p> <p><b>3 Posters</b></p>
<p><a href="http://www.shop5aday.com/acatalog/">www.shop5aday.com/acatalog/</a></p>	<p><a href="http://buttout.com/catalog.html?cart=11352055854206558&amp;p=book&amp;z=3269">http://buttout.com/catalog.html?cart=11352055854206558&amp;p=book&amp;z=3269</a></p>	<p><a href="http://www.shop5aday.com/acatalog/">www.shop5aday.com/acatalog/</a></p>

**Order now while supplies last. Values of \$10 or more per school.**

**(Free Offer)**

**Team Nutrition in South Dakota is funded with a Training Grant through the United States Department of Agriculture. These incentives as well as curriculum, training, and personal support are made possible with this grant.**

## Rank your top 3 choices. (1 is first choice.)

- |                                     |  |
|-------------------------------------|--|
| <input type="checkbox"/> Magnets    | <input type="checkbox"/> Jump Ropes            |
| <input type="checkbox"/> Boomerangs | <input type="checkbox"/> Sesame Street Buttons |
| <input type="checkbox"/> Book Cover | <input type="checkbox"/> Posters               |

Name \_\_\_\_\_

Agency/School \_\_\_\_\_

Address \_\_\_\_\_

Signature \_\_\_\_\_

**Fax your request to:  
Fax: 605-773-6846**

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**USDA** United States Department of Agriculture  
**Food and Nutrition Service**

